PRELIMINARY AMENDMENT UNDER 37 C.F.R. § 1.182
Serial No. 09/372,898

AMENDMENT TO SPECIFICATION

Please replace the abstract with the following entry.

A SYSTEM FOR AND METHOD OF IMPLEMENTING
A CLOSED LOOP RESPONSE ARCHITECTURE
FOR ELECTRONIC COMMERCE

ABSTRACT

A closed loop system delivers information from a content source to a playback device and includes a mobile-content server. The mobile-content server includes (a) a web site that allows a user to access content and (b) a server application that enables the mobile-content server to: retrieve user information from a database; retrieve content segments from the information content source; create content packages including at least one content segment; deliver the content package to a client platform; and receive response information associated with at least one content segment from the client platform. The client platform includes a web browser for interacting with the mobile-content server website and a client application. The client application enables the client platform to: download content packages from the mobile-content server to the playback device; receive response information from the playback device; and deliver the response information to the mobile-content server.

Please replace the text appearing on page 1, line 8-13 including the heading "RELATED APPLICATIONS" with the following text:

CROSS REFERENCE TO RELATED APPLICATIONS

This application is related to US Application Serial No. 09/373,260, entitled " INTERACTIVE AUDIO AND DATA PLAYER FOR DELIVERY OF SELECTED CONTENT TO A MOBILE USER AND OBTAINING A RESPONSE THEREFROM", filed on August 12, 1999.

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